MMC1000: Introduction to Mass Communications
UF Flexible Learning

3 credit hours

"A free press can be good or bad, but most certainly, without freedom,
a press will never be anything but bad." – Albert Camus

This course expires 16 weeks from the date of your enrollment.

About the Course

Instructor

- Renee Martin-Kratzer, Ph.D.
- ReneeMK@ufl.edu or you can email me through Canvas. For the fastest response, emailme at ReneeMK@gmail.com .
- 573.356.2346
- Virtual office hours: 9-11 a.m. Mondays or by appointment

Course Website

elearning.ufl.edu

Course Communications

If you have questions about the course, please email me through Canvas. If it's an urgent question, then please email me atReneeMK@gmail.com or send me a text at 573.356.2346.

Instructor will respond to students' inquiries within 24 hours on work days and within 48 hours on weekends.

Required and/or Recommended Textbooks

Textbook: Media & Culture: An Introduction to Mass Communication, 10th Edition. Richard Campbell, Christopher Martin and Bettina Fabos

This course covers the role and responsibilities of the media in American society. Students will gain an understanding of specific areas of mass communication, including newspapers, television, magazines, radio, internet, movies, advertising and public relations. The course provides an overview of the evolution of mass communication and emphasizes how media messages interact with culture.

Course Goals and/or Objectives

After completing this course, students will be able to:

- Describe the evolution of mass communication
- Analyze their media use and how it may shape their views and values
- Identify key moments in media history
- Describe the power of visual communication
- Have a basic familiarity with different mediums (newspapers, magazines, radio, etc.)
- Discuss the current economic pressures on newspapers and the role of theWeb
- Recognize the need for journalists to serve as "watchdogs" of society
- Explain how public relations and advertising differs from journalism

- Describe concerns about media ownership in a democratic society

Instructional Methods

One of the major advantages to an online course is its flexibility. You have the opportunity to progress through the course according to your schedule because all course materials and assignments are available to you 24 hours a day.

Course Policies

Performance Policy

This Flexible Learning course has been developed with the same rigorous standards of content as a campus course. Expectations for your performance as a Flexible Learning student are as high as they would be if you were taking this course in a classroom.

You are expected to log in to class multiple times a week and to monitor the course for new announcements. You need to submit the assignments and complete the quizzes by the deadline. Late work is not accepted no matter the reason. Work ahead to avoid last-minute technical issues.

Participation Policy

Students are required to participate in all course activities and submit all assignments posted on the website. You should also participate on the Introductions thread.

Quiz Policy

For each quiz, you will have 20 minutes to answer 20 questions. You may have your book with you while you take the exam, but you will not do well unless you have read the chapter and watched the video lecture. Quizzes are due by the deadline. Missed quizzes cannot be made up for any reason. Plan ahead. If you have questions about any quiz answers, then please email me.

Make-up Policy

You are not allowed to make-up any missed quizzes. If you miss an assignment, you can submit it one day late for half credit. If it is more than one day late, then no credit is given.

Assignment Policy

The course expires 16 weeks after your enrollment. Complete all modules in the order they are presented on the course website; do not skip modules. **All assignments must be submitted at least 2 weeks prior to the course expiration date.**

Course Technology

Students must use their Gatorlink email account for this course. Students are recommended to check their email account DAILY for the duration of the course. Access to and on-going use of a computer with Internet access is required for all students. Competency in the basic use of a computer is required. At times, computers crash and Internet connections fail. It is in your best interest NOT to wait until the last minute to complete assignments.

For help with e-Learning, contact the Help Desk at http://helpdesk.ufl.edu or (352) 392-HELP - select option 2.

Online Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations provided in the course modules (med-term and end-of-term evaluations).

Course Deadline and Extension Policy

Students are allowed **16 weeks from their date of enrollment** to complete and submit their coursework. If the student has not submitted at least 50% of their coursework and have an extenuating circumstance preventing them from submitting the coursework, a failing grade of "E", "E0" or "E1" will be issued and recorded to the UF Registrar.

If the student has made sufficient academic progress, which is defined as completing and submitting at least 50% of the coursework and have an extenuating circumstance, the student may petition the instructor for a course extension before the course expires. Each course extension request will be administratively evaluated. Instructors are not required to allow extensions. If a student does receive an extension, an incomplete grade of an "I" will be assigned as an interim grade. When the course is completed, the instructor will initiate the change of grade. After that, the "I" grade will be changed to the student's final course grade on their transcript.

Course Cancels, Drops and Withdrawals

A Course Cancel

A tuition refund may be granted after a student submits a written request within 30 days of enrollment to the Flexible Learning Office (learn@dce.ufl.edu). This request must be done by emailing the Flexible Learning Office or sent a fax (352-392-6950). Refunds will be the amount of tuition, less $25.00 per course. If a credit card was used, the refund will be credited a back to the card. **No refunds are granted after 30 days**.

Course Drop

To drop a course, you need to email the Flexible Learning office at learn@dce.ufl.edu with a request to drop within 14 weeks of the date of enrollment. In addition to their own request by email, UF students must have advisor approval to drop a flexible learning course. An advisor can email learn@dce.ufl.edu with the student's name, the course that they want to drop, and confirmation of permission to do so. It is the student's responsibility to verify that all drop requests have been received by the Flexible Learning office within the allotted time. The course grade will appear as "W" on a UF transcript."

Students with disabilities who need to drop a course due to disability-related reasons are permitted to petition for additional drops. Find more information by contacting the Disability Resource Center (https://www.dso.ufl.edu/drc).

Full-Term Withdrawals

All full-term withdrawals must follow University of Florida policies/ procedures. An approved withdrawal form must be submitted to the Dean of Students' Office for review and final approval. Students must also notify the Flexible Learning of this request (learn@dce.ufl.edu).

It is the responsibility of the student to notify Flexible Learning of their approved medical or retroactive withdrawal so the students' record is updated. Email to Flexible Learning office a copy of the approval.

Medical Withdrawals:

For information on the medical withdrawal process, visit the Dean of Students Office (https://www.dso.ufl.edu/care/medical-withdrawal-process/).

Retroactive Withdrawals

For information on the retroactive nonmedical withdrawal process, visit the Office of the University Registrar (http://www.registrar.ufl.edu/currents/petitioninstructs.html).

How to Request a UF Transcript

Flexible Learning advises that you review your "unofficial transcript" first to ensure your grade(s) is/are posted, prior to ordering the "official transcript".

There are two ways to order a transcript:

1. Order UF Official Transcripts online
2. If you are unable to order your official transcript online, please contact the UF Office of the University Registrar. In addition on more information on mailing in a transcript request form by remitting a check or money order. For more information, read Official Transcripts FAQs.

The Registrar's Office hours are Monday-Friday, 8:00 a.m. to 5:00 p.m. and their phone number is 352-392-1374. Persons with hearing impairments can call FRS # 1-800-955-8771 (TDD).

Grading Policies

Assignments and Grading

You will complete 1 discussion board post, 1 syllabus quiz, 9 chapter quizzes and 5 assignments over the semester. There is also one final paper to test your media literacy.

Assignment	Total Points	Percent of Grade
Personal Study Guide	10 points	**2.5%**
Assignments (5)	100 points	**25%**
Discussions (1)	10 points	**2.5%**
Quizzes (9)	180 points	**45%**
Final	100 points	**25%**
TOTAL	400 points	**100%**

For more information about the current UF grading policies for assignments and grade points go to the UF Grades and Grading Policies web page.

The quizzes are graded upon completion. The assignment grades will be returned within 10 days of submission. You should complete one module each week.

Grading Scale

Score (Points)	Percent	Grade	Grade Points
372-400	93 or above	A	4.00
360-371	90 – 92	A-	3.67
348-359	87 – 89	B+	3.33
332-347	83 – 86	B	3.00
320-331	80 – 82	B-	2.67
308-219	77 – 79	C+	2.33
292-307	73 – 76	C	2.00
280-291	70 – 72	C-	1.67
268-279	67 – 69	D+	1.33
252-267	63 – 66	D	1.00
240-251	60 – 62	D-	0.67
239 and below	59 or below	E	0.00

Course Schedule

Weekly Schedule of Topics and Assignments

Module	Topic	Readings/Lectures	Assignments
0	Start Here Module (Course Introduction)	Welcome video, files in Canvas	Syllabus Quiz Personal Study Guide Discussion Post
1	Mass Communication	Read Chapter 1 Videos: Welcome MMD1000, Ch1.1 and Ch. 1.2	Module 1 Quiz
2	Digital Media	Read Chapter 2 Video: Ch2.1	Module 2 Assignment
3	Digital Gaming	Read Chapter 3 Videos: Ch. 3-1 and Ch. 3.2	Module 3 Quiz

Module	Topic	Readings/Lectures	Assignments
4	Sounds and Images	Read Chapter 4 Videos: Ch.4.1	Week 4 Assignment
5	Radio and Broadcasting	Read Chapter 5 Videos Ch5.1	Module 5 Quiz
6	Television and Cable	Read Chapter 6 Video Ch6.1	Module 6 Quiz
7	Movies	Read Chapter 7 Video Ch7.1	Module 7 Assignment
8	Newspapers	Read Chapter 8 Video Ch8.1	Module 8 Assignment
9	Magazines	Read Chapter 9 Videos: Ch9.1, Ch9.2 and Ch9.3	Module 9 Quiz
10	Advertising	Read Chapter 11 Videos: Ch10.1 and the four extra videos listed on the module page	Module 10 Quiz
11	Public Relations	Read Chapter 12 Video: 12.1	Module 11 Quiz
12	Media Economics	Read Chapter 13 Videos: Ch12.1	Module 12 Quiz
13	Culture of Journalism	Read Chapter 14 Videos: Ch14.1	Module 13 Quiz
14	Media Effects and Cultural Research	Read Chapter 15 Videos: Ch15.1 and the six extra videos included in the module	Module 14 Assignment
15	Freedom of Expression	Read Chapter 16 Video: Ch16.1	Final Assignment

UF Policies

University Policy on Accommodating Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

The Flexible Learning office should be notified of any special accommodations required by the student when they begin their course.

University Policy on Academic Misconduct

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Plagiarism

"A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student."

Source: Regulations of the University of Florida, UF-4.041.

 "For a violation or violations of the Honor Code, a student may receive any of the sanctions that can be imposed for Student Conduct Code violations, including but not limited to conduct probation, suspension and expulsion as well as any educational sanctions. In addition, students may receive the following:

1. Assignment grade penalty. The student is assigned a grade penalty on an assignment including but not limited to a zero.
2. Course grade penalty. The student is assigned a grade penalty in the entire course including but not limited to an 'E'."

Source: Regulations of the University of Florida, 4.047

Netiquette

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Please read the Netiquette Guide for Online Courses.

Security

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Don't share your password with anyone
- Change your password if you think someone else might know it
- Always logout when you are finished using the system

Getting Help

Technical Help

If you have issues with **videos**, go to the Mediasite Helpdesk.

For **other technical difficulties**, please contact the UF Computing Help Desk:

- Location: HUB 132
- Email: helpdesk@ufl.edu
- Phone: (352) 392-HELP - select option 2
- Website: https://lss.at.ufl.edu/help.shtml

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Questions about Flexible Learning

If you have any questions about the course, please contact the instructor. If you have administrative concerns, please contact the Flexible Learning Office.

UF Flex Learning Office Contact Information

- Email: learn@dce.ufl.edu
- Phone: (352) 294-3896
- Fax: (352) 392-6950
- Website: http://flexible.dce.ufl.edu/

Other Resources

Other resources are available at the UF Distance Learning website for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please email the Distance Learning office or visit the UF Distance Learning website to submit a complaint.

Disclaimer

This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.